USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 06/01 thru 06/07. (prices in dollars per carton)

Fri. Jun 01, 2012

	SHELL EGG NATIONAL SUMMARY													
			THIS	WEEK		PREVIOUS WEEK P						PREVIOUS YEAR		
	Feature Rate	25	.7% of 22	,500 sto	es	26.0% of 22,500 stores				29.3% of 19,500 stores				
		X L	ARGE	LAR	GE	X LA	ARGE	LAF	RGE	X LA	ARGE	LAR	RGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack			450	1.00			840	1.35	30	1.64	570	1.23	
G	White 18 pack	10	1.79	500	1.99			950	2.12	10	1.61	1,100	1.85	
U	Brown 12 pack													
ī	USDA GRADE A													
A	White 12 pack	120	1.13	1,660	1.15			2,240	1.01	270	1.20	1,940	0.98	
	White 18 pack			1,170	1.96			380	1.86			590	1.81	
	Brown 12 pack							160	2.40			50	0.99	
	USDA ORGANIC													
	White 12 pack													
S	Brown 12 pack	160	4.12	160	3.34			140	5.01	90	3.87	450	3.70	
P	OMEGA-3													
C	White 12 pack	90	2.13	2,590	2.41	480	2.91	1,530	2.59	450	2.30	2,300	2.25	
ï	Brown 12 pack			20	2.29			180	3.50					
A	CAGE-FREE													
î	White 12 pack			10	2.69			20	2.50			190	2.30	
T	Brown 12 pack			550	3.06			480	3.27			620	2.68	
Y	VEGETARIAN FED													
	White 12 pack			30	2.49			340	2.44			30	2.49	
	Brown 12 pack	20	2.49	680	2.60	580	2.00	770	2.20	30	2.29	70	2.56	

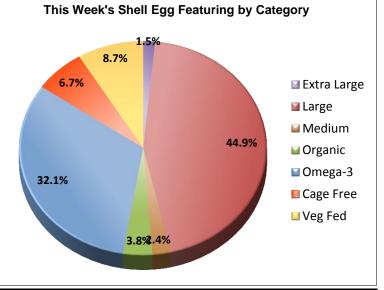
	Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen											
1.25												
1.22						1.20						
1.19	1.20	1.20			1.18							
1.16				1.16								
1.13			1.13									
1.10 Apr 27-	May-03	May 04-10	May 11-17	May 18-24	May 25-31	Jun 01-07						

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,910	4,570	4,560	Large Eggs on
Specialty	4,310	4,520	4,230	May-28-2012
Total (includes MD)	8,420	9,230	9,060	408.1
Special Rate 4/:	2.5%	0.7%	2.1%	down 8.1%

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Featuring of regular shell eggs is not as active as a week ago going into the Memorial Day weekend. As the weighted average price of Large white eggs, Grade A or better, to consumers continues moving upward, many retailers are providing value conscious shoppers relief by offering an increase in "no price" incentives. Promotional activity for specialty shell eggs is slightly lower than the previous week. The number of outlets featuring Omega-3 type eggs increased, however, activity on remaining specialty types maintains a steady pace. Liquid egg promotional activity more than triples this week with all areas advertising 14-16 oz. cartons. Notably, the supply of shell eggs has steadily declined to a level below retail demand, an indication of good consumer response to recent sales on shell eggs. We will watch to see what effect this will have on retail markets now that schools are out and Summer approaches.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

		(CT		E AST U.S. ,NH,NJ,NY,PA,F	RI,VT)	(,		C,SC,TN,VA,W\	/)	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
	Feature Rate 17 Activity Index 47	,	26.3% of 4,400	sampled outlet:	s	3	37.7% of 6,000	sampled outlets 0 (includes Med	;	,		sampled outlet	s			
	CLASS	EXTRA LARGE		LARGE		EXTRA LARGE		LARGE		EXTRA LARGE		LARGE				
_		_	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/		
US	White 12 pack White 18 pack											0.98	10	0.98		
GRA	Brown 12 paci															
A	MEDIUN	_	White 12 pack				White 12 pack				White 12 pack	0.97	20	0.97		
_	White 12 pac		120 1.13	0.88 - 1.19	310 1.08		Wille 12 pack	0.68 - 1.59	780 1.29		Wille 12 pack	0.78 - 1.19	450	0.90		
US	·			1.48 - 1.88	60 1.66			1.50 - 1.99	1,060 1.98							
GR/	•								1,000							
4			White 12 pack White 30 pack	0.78 - 0.98	20 0.94		White 12 pack White 30 pack	0.88 - 0.99	130 0.98		White 12 pack White 30 pack	0.98	10	0.98		
T	USDA ORGANIC		TTIME OF PAGE				Time of pain				TTIME OF PACE					
	White 12 pacl	k														
S	Brown 12 pacl		140 3.99	2.99 - 3.98	130 3.21					5.00	20 5.00	3.50	10	3.50		
P	OMEGA-3															
E	White 12 pacl	k 1.99 - 2.49	40 2.30	1.66 - 3.00	1,600 2.44			1.99 - 2.50	330 2.10			1.99 - 2.50	200	2.30		
ĭ	Brown 12 pacl	k														
À	CAGE-FREE															
L	White 12 pack			2.69	10 2.69											
T	Brown 12 pacl	K		2.99 - 3.99	350 3.39											
Y	'EGETARIAN FED			0.40	00 0 10											
	White 12 pack		20 2.40	2.49	30 2.49			2.50	40 0.50							
	Brown 12 pacl	k 2.49 - 2.50	20 2.49	1.99 - 3.99 ENTRAL U.S	640 2.61		SOLITHY	2.50 VEST U.S.	40 2.50		NORTH	WEST U.S.				
		(Δ		,MO,NM,OK,TX,	LIT)			H, NV)				OR,WA,WY)				
	Feature Rate 1/			sampled outlets			•	sampled outlets	•			sampled outlet				
	Activity Index ^{2/}		•	0 (includes Med			•) (includes Medi		Δα	-	30 (includes Medium)				
	White 12 pack		vity index = 04	0.88 - 1.25	250 0.98 0.99 - 1.25 100					, ,	0.79 - 0.99					
US	White 18 pack					1.79	10 1.79	1.50 - 2.48	370 2.16			1.50	130	1.50		
GRA A	Brown 12 nacl	k														
A	MEDIUN	1	White 12 pack	0.52	10 0.52		White 12 pack	0.79	10 0.79		White 12 pack					
	White 12 pacl	k		0.99 - 1.59	100 1.30			2.00	10 2.00			1.50	10	1.50		
US	DA White 18 pacl	k		1.33 - 2.00	50 1.79											
GR/		k														
Α	MEDIUN	1	White 12 pack White 30 pack				White 12 pack White 30 pack				White 12 pack White 30 pack					
U	USDA ORGANIC						·				·					
	White 12 pack	k														
S	Brown 12 pacl	k						3.49 - 4.49	20 4.14							
E	OMEGA-3															
c	White 12 pacl		50 1.99	1.77 - 2.50	210 2.24			2.50	50 2.50			3.00	200	3.00		
1	Brown 12 pacl	k		2.29	20 2.29											
A	CAGE-FREE															
L	White 12 pack			2.50	150 250			2.50	E0 2.50							
T	Brown 12 pact EGETARIAN FED	^		2.50	150 2.50			2.50	50 2.50							
Y	White 12 pacl	k														
	Brown 12 paci															
6011	rce: IISDA Agricultu		Daniel Davidson	. Mandad Marra		000) 700 0044		,,	. , ,					2 of 3		

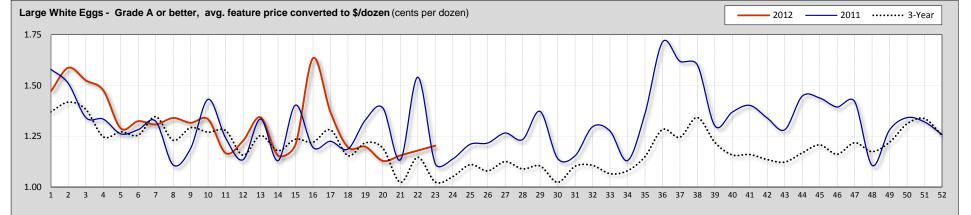
USDA

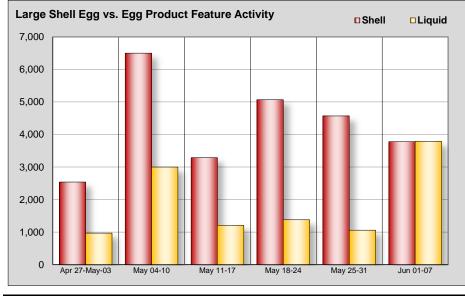
USDA Weekly Retail Shell Egg and Egg Products Feature Activity

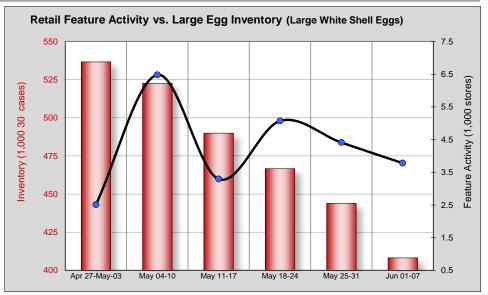
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 06/01 thru 06/07.

1	•	-I - II			
(prices	ın	dollars	per	carton)	

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	14.3%	1.9%	8.0%	14.8% of 4,4	00 sampled	9.4% of 6,000 sampled 2.1% of 4,000 sampled 19.9% of 4,000 san		19.9% of 4,000 sampled 27.5% of 2,96		00 sampled	mpled 26.9% of 1,200 sam				
2/ Activity Index	3,790	1,060	1,650	Activity Inc	dex = 1,040	Activity I	Index = 750 Activity Index = 200		Activity Index = 680		Index = 680 Activity Index = 800		Activity Index = 320		
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/
14-16 oz. crtn	2,770 2.19	690 2.75	770 2.43	2.00 - 3.00	660 2.66	1.98 - 2.99	300 2.09	1.98 - 2.50	150 2.17	1.99 - 2.69	540 2.09	2.00	800 2.00	2.00	320 2.00
32 oz. crtn	890 4.24	370 4.31	780 4.48	3.99 - 4.99	250 4.96	3.89 - 3.99	450 3.89	3.99 - 4.99	50 4.52	3.89 - 3.99	140 3.95				
3 - 4 oz. cup	130 3.00		100 2.49	3.00	130 3.00										
2 - 8 oz. cup															







Note: See page 1 for explanatory notes.